

10. A toothpaste according to claim 8 which comprises about 1.2% of potassium lauryl sulfate, about 23% of precipitated amorphous hydrated silica, about 10% of glycerol, about 16% of sorbitol, about 3% of polyethylene glycol of molecular weight of about 600, about 0.9% of carrageenan, about 2.5% of tetrasodium pyrophosphate, about 5% of potassium citrate, about 1.5% of neutral potassium salt of said copolymer of maleic anhydride and/or maleic acid and vinyl methyl ether, said copolymer being of a molecular weight which is determined to be about 70,000 by vapor pressure osmometry, about 0.3% of potassium fluoride and about 30 to 35% of water.

11. An oral composition according to claim 2 in which said polyphosphate is tetrasodium pyrophosphate.

12. A process for the preparation of a desensitizing anti-tartar toothpaste according to claim 4 which comprises mixing together glycerol and polyethylene glycol components of the humectant component of such a toothpaste formula, dispersing in such mixture the thickener, copolymer, alkali metal fluoride and a sodium pyrophosphate, with mixing, until the mixture becomes a slurry which is smooth in appearance, admixing sorbitol with the slurry, adding water to the resulting slurry, admixing with the thinned slurry potassium

nitrate and/or potassium citrate, to produce a gel phase, neutralizing the copolymer in the gel phase with alkali metal hydroxide, to a pH in the range of 6 to 8, with mixing, and continuing such mixing for 10 to 30 minutes after completion of addition of the potassium hydroxide, admixing the siliceous polishing agent with the gel phase, mixing for 10 to 30 minutes under a vacuum in the range of 5 to 50 millimeters of mercury, to produce a paste or gel, mixing the anionic detergent with the resulting paste or gel and mixing for 3 to 10 minutes under a vacuum in the range of 5 to 50 mm. of mercury.

13. A process according to claim 12 wherein said gel phase resulting from admixing of the potassium nitrate and/or potassium with the thinned slurry is heated to a temperature in the range of 55° to 70° C., with mixing, and mixing is continued for 15 to 30 minutes after such temperature is reached, and after completion of addition of the potassium hydroxide said gel phase is cooled to a temperature in the range of 35° to 45° C.

14. A process for desensitizing sensitive teeth and reducing tartar and inhibiting tartar formation which comprises applying to said teeth a composition according to any one of claims 1, 2 and 3 to 13.

15. An oral composition according to claim 1 wherein said pyrophosphate is tetrasodium pyrophosphate.

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